

NAHMA Membership and Marketing Committee Meeting
Fairmont Hotel
Wednesday, March 9, 2022
11:35 AM – 12:05 PM

Chair: Sonya Brown; **Vice-Chair:** Lisa Tunick

Staff Liaisons: Jennifer Jones and Brenda Moser; Executive Director Kris Cook was also in attendance

The meeting was called to order by Sonya Brown at 11:38 AM

Introductions

Sonya Brown welcomed all attendees to the meeting and asked everyone to introduce themselves.

New Member Recruitment

Jennifer Jones provided an update on the “Buy Some Get Some” Campaign, which enables existing members to add Associate and related memberships for a reduced fee. The program’s goals include attracting a new group of leaders, increasing the diversity of the NAHMA membership, and attracting younger people to the profession.

Jennifer Jones solicited more video testimonials from members (20- to 30-seconds long) explaining why they joined NAHMA, why they stay involved, and what to expect during meetings. The plan is to post the videos to the NAHMA website. Members were encouraged to use the hashtag #NAHMA on their social media posts and to highlight their take-aways during the meeting.

New Business

Kris Cook highlighted some of the Communities of Quality (COQ) program’s benefits, such as showcasing success and helping to fight NIMBY, building data that can be used to advocate before Congress and HUD, and bolstering relationships between management agents and owners. Participating COQ members receive verified badges for their websites, which helps to build visibility.

Because interest in the COQ program continues to lag, and Kris Cook solicited volunteers to help conduct a comprehensive review of the COQ program with an eye towards modernizing and re-envisioning it. Kris acknowledged that the application is time-consuming because it requires detailed information across several areas (REAC, financial, service delivery, neighborhood testimonials plus a video showcasing the property), and likely became less of a priority given other pressing challenges (Pandemic, supply chain, labor shortages).

Members brain-stormed possible impediments to participation, including whether the application was too paper-intensive and cumbersome. Jeffrey Promnitz pointed out that property sales and changes in management likely depress COQ renewals, requiring fresh outreach. Gwen Volk

suggested a move to an on-line application and data entry. A suggestion was made to hire an intern to input the data. Mike Coco suggested that the program needs a champion to drive interest and participation. Questions were raised about whether the COQ winners were advertised sufficiently, and Kris Cook mentioned the press releases and digital badges with on-line verification, which are good for attracting potential residents. Gwen Volk suggested that there be more outreach to owners to build engagement by emphasizing the positive public relations boost of owning a COQ property.

Kris Cook solicited volunteers for the COQ working group and believes the group would benefit from including persons who are experienced with the COQ program and those who are not. In terms of a timeline, the group would start meeting in late March, share ideas and solicit input from the AHMAs, and launch a new application in the summer. The total volunteer time commitment is expected to be about 3-4 hours. Contact Kris Cook if you are interested in participating.

Program Updates and Discussion

- **2022 Calendar Sales** – Brenda Moser reported that NAHMA met its sales goal and sold approximately 54,600 calendars last year.
- **NAHMA Emerging Leader Learning Series (NELLS) Graduates** – Kris Cook provided an overview of the professional leadership program, which meets in small cohorts and focuses on individual and corporate development. NELLS is unique because it offers one-on-one coaching. Registration opens at the end of March, and sold out last year. One of the perks of becoming a graduate is a two-year free Associate membership.
- **Affordable 100 (A100) Nonmember Recruitment Campaign** – Brenda Brown encouraged everyone to review the list of new members and be sure to greet them during the conference. The return to in-person meetings boosted new member attendance. Jennifer Jones elaborated on the A100 program, highlighting the importance of the data collected and how it is used to support advocacy and lobbying activities. NAHMA member companies are highlighted on the A-100 list, and for an additional fee companies may feature their logo with a click-through link to their website. Kris Cook encouraged members to consider sponsoring the A100 initiative, which would include logo placement.

Open Discussion – Sonya Brown provided follow up information in response to Caroline Caselli's questions raised at the last meeting regarding the drug-free theme of the NAHMA calendar and the disproportionate impact that policing has on disadvantaged communities and persons of color. Kris Cook provided background regarding the initial launch of the calendar and the then-existing grant program that funded it. Kris explained that HUD approved the calendars to be a project expense so long as the drug-free message remains, and NAHMA has broadened the message over time.

Adjournment – The meeting was adjourned by Sonya Brown at 12:17 PM

These committee minutes are respectfully submitted by Lisa Tunick on May 3, 2022.